

CSF #3 – Maintain Flexibility

Maintaining a website's flexibility is crucial in a successful organization.

Discrepancies create uncertainties in a customer's mind as they lose trust in the organization (**Website 1**). Once a customer finds an error on the website, they become discouraged to continue to take part in the organization. Keeping a website up-to-date and avoiding errors will aid in keeping customers interested and satisfied. The scoring criteria, 1 out of 5 being the lowest, for this Critical Success Factor will be based on how well they have provided such service to their customers by maintaining the website's flexibility. The website for Kids Up Front is sustained well enough in the way that it does not require radical changes bi-annually. The website for The Boys and Girls Club, in comparison, should be reinvented every so often since it is a larger organization that is held all across Canada. At the moment, the Calgary Kids Up Front website offers a "What's New" page but does not maintain it with current events. Although the page is appealing with various pictures, the information is not kept up-to-date since the latest event is from the summer. Kids Up Front is not in need of changing their website and reinventing themselves. Instead, Kids Up Front should update their website regularly in order for their website to attain presence and attract customers. For example, the "What's New" section should be updated every now and then to offer customers information on what they could take part in. If a customer is seeking for information on what the organization is recently offering and discovers an old posting, they are immediately going to lose interest since it demonstrates the organization is not valuing their customers. It is crucially important for a website to be updated in order to build a relationship with their customers.

CSF SCORE: 3/5

References

Website 1 → <http://romjon.com/briefing/why-and-how-to-maintain-websites>